

AMENDMENTS TO THE CLAIMS

Claims 1-33. (Cancelled)

Claim 34. (New) A biaxially oriented polyolefin single or multi-layer film which comprises at least one core layer comprising a propylenic polymer component and an ethylenic polymer component wherein the core layer comprises:

- i. a blend of PP homopolymer and PP/PE random bipolymer;
- ii. a blend of a PP/PE random bipolymer and a PP/PE block bipolymer; and/or
- iii. a PP/PE random bipolymer;

wherein the dynamic loss modulus (E'') of the film measured at 3 Hz and 25°C is:

- a. from about 28 to about 136 MPa measured in the transverse direction (TD); and/or

- b. from about 73 to about 135 MPa measured in the machine direction (MD);

and wherein the film is biaxially oriented by stretching the film to between three and ten times its original dimensions in each of the transverse and longitudinal directions.

Claim 35. (New) A biaxially oriented polyolefin film as claimed in claim 34, further characterized by a dynamic storage modulus (E'), measured at 3 Hz and 25°C of:

- i. from about 630 to about 2800 MPa measured in the transverse direction (TD);
- ii. from about 1300 to about 3000 MPa measured in the machine direction (MD).

Claim 36. (New) A biaxially oriented polyolefin single or multi-layer film as claimed in claim 34 which comprises at least one core layer comprising a random copolymer comprising a propylenic polymer component and

- x. from about 0.2% to about 8% of an ethylenic polymer component.

Claim 37. (New) A biaxially oriented polyolefin film as claimed in any one of claims 34 to 36, in which the core layer further comprises a blend of propylene and ethylene homopolymers.

Claim 38. (New) A biaxially oriented polyolefin film as claimed in any one of claims 34 to 36, in which the core layer further comprises a blend of propylene and with a saturated styrenic block copolymer.

Claim 39. (New) A biaxially oriented polyolefin film as claimed in any one of claims 34 to 36, in which the random copolymer is formed from at least propylene and ethylene monomers.

Claim 40. (New) A film as claimed in any one of claims 34 to 36, in which the core layer further comprises:

- a. a blend of PP homopolymer and a PP/PE block bipolymer;
- b. a blend of PP homopolymer and a PP/PE/PB terpolymer;
- c. a terpolymer of PP, PE and polybutylene (PB);
- d. a PP/PE block bipolymer;

where in the bipolymer(s) and/or terpolymer(s) the PE component comprises up to about 50% by weight.

Claim 41. (New) A film as claimed in any one of claims 34 to 36, in which either or both of the dynamic moduli (i.e. E' and/or E'') are substantially the same in the MD and TD.

Claim 42. (New) A label facestock comprising a film as claimed in any one of claims 34 to 36.

Claim 43. (New) An article labeled with a film as claimed in any one of claims 34 to 36.

Claim 44. (New) A labeled article as claimed in claim 43, where the article is squeezable.

Claim 45. (New) A graphic art display comprising a film as claimed in any one of claims 34 to 36.

Claim 46. (New) A method of selecting those polymeric films which are of improved conformability suitable for labeling a deformable and/or irregular shaped article to having

reduced blemishing thereon during use, the method comprising the steps of:

- a. preparing polymeric film comprising at least one core layer comprising a propylenic polymer component and an ethylenic polymer component wherein the core layer comprises:
 - i. a blend of PP homopolymer and PP/PE random bipolymer;
 - ii. a blend of a PP/PE random bipolymer and a PP/PE block bipolymer; and/or
 - iii. a PP/PE random bipolymer;and biaxially orienting the film by stretching the film to between three and ten times its original directions in each of the transverse and longitudinal directions;
- b. measuring at 3 Hz and 25°C in the MD and/or the TD, the dynamic loss modulus (E'') and/or the dynamic storage modulus (E') of the film;
- c. selecting those films for use in labeling which have at least one of the following properties:
 - i. E'' in the TD from about 28 to about 136 MPa;
 - ii. E'' in the MD from about 73 to about 135 MPa;
 - iii. E' in the TD from about 630 to about 2800 MPa; and/or
 - iv. E' in the MD from about 1300 to about 3000 MPa;
- d. optionally applying a film selected from step (c) as a label to a squeezable article.

Claim 47. (New) A method of labeling an article by applying thereto a film as claimed in any one of claims 34 to 36.

Claim 48. (New) A method of labeling as claimed in claim 47, where the article to be labeled is squeezable.

Claim 49. (New) A labeled article obtained by the method claimed in claim 47.